

Listing and Amendments to the Claims

Please cancel claims 1-9 without prejudice and add the following claims:

Claims 1-9 (Canceled).

10. (New) A method for the recording and reproduction of a program contribution, comprising the steps of:

- firstly recording on a storage medium, the program contribution including all program parts, such as advertising blocks;
- subsequently starting of a search for a beginning and end of undesired program parts;
- collecting information items associated with the undesired program parts;
- using the information items to perform re-sorting of recorded data cells on the same storage medium in such a way that the data of the program contribution are situated in succession in a compactly packed manner without the undesired program parts.

11. (New) The method of claim 10, wherein during the re-sorting of the recorded data cells, the data cells occupied by data of the undesired program parts are eliminated by being overwritten with corresponding data of the program contribution.

12. (New) The method of claim 10, wherein measures are taken using splicing tools, which ensure a seamless transition from a video scene prior to masking out of a program part to a subsequent video scene.

13. (New) A method for the recording and reproduction of a program contribution, comprising the steps of:

- firstly recording on a storage medium, the program contribution including all program parts, such as advertising blocks;
- subsequently starting of a search for a beginning and end of undesired program parts;
- collecting information items associated with the undesired program parts; and

storing, on the storage medium at the beginning of a specific one of the undesired program parts, the information item associated with the specific undesired program part in the form of jump information specifying a location at which data cells should be read out next to continue the reproduction of the program contribution without interruption by the specific undesired program part.

14. (New) An apparatus for the recording and reproduction of a program contribution with a storage media on which, firstly the program contribution including all program parts, such as advertising blocks, is recorded, the apparatus comprising:

means for carrying out a search for a beginning and end of undesired program parts;

means for storing, on the storage medium at the location of the beginning of a specific one or the undesired program parts, navigation data for identifying the beginning and end of the specific undesired program part; and

means for reproducing the program contribution without the undesired program parts.

15. (New) An apparatus for the recording and reproduction of a program contribution with a storage media on which, firstly the program contribution including all program parts, such as advertising blocks, is recorded, the apparatus comprising:

means for carrying out a search for a beginning and end of undesired program parts;

means for storing navigation data for identifying start and end times of the program parts; and

means for re-sorting, on the same storage medium, recorded data cells in such a way that the data of the program contribution are situated in succession in a compactly packed manner without the undesired program parts.